

117TH CONGRESS
1ST SESSION

H. R. 2862

IN THE SENATE OF THE UNITED STATES

MAY 13, 2021

Received; read twice and referred to the Committee on Health, Education,
Labor, and Pensions

AN ACT

To require the Secretary of Health and Human Services
to conduct a national suicide prevention media campaign,
and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

1 SECTION 1. SHORT TITLE.

2 This Act may be cited as the “Campaign to Prevent
3 Suicide Act”.

4 SEC. 2. NATIONAL SUICIDE PREVENTION LIFELINE.

5 Section 520E–3(b)(2) of the Public Health Service
6 Act (42 U.S.C. 290bb–36c(b)(2)) is amended by inserting
7 after “suicide prevention hotline” the following: “, under
8 the universal telephone number designated under section
9 251(e)(4) of the Communications Act of 1934.”.

10 SEC. 3. NATIONAL SUICIDE PREVENTION MEDIA CAM-
11 PAIGN.

12 (a) NATIONAL SUICIDE PREVENTION MEDIA CAM-
13 PAIGN.—

(1) IN GENERAL.—Not later than the date that is 3 years after the date of the enactment of this Act, the Secretary of Health and Human Services (referred to in this section as the “Secretary”), in consultation with the Assistant Secretary for Mental Health and Substance Use (referred to in this section as the “Assistant Secretary”) and the Director of the Centers for Disease Control and Prevention (referred to in this section as the “Director”), shall conduct a national suicide prevention media campaign (referred to in this section as the “national media campaign”), in accordance with the requirements of this section, for purposes of—

(C) increasing awareness of suicide prevention resources of the Centers for Disease Control and Prevention and the Substance Abuse and Mental Health Services Administration (including the suicide prevention hotline maintained under section 520E-3 of the Public Health Service Act (42 U.S.C. 290bb-36c)), any suicide prevention mobile application of the Centers for Disease Control and Prevention or the Substance Abuse Mental Health Services Administration, and other support resources determined appropriate by the Secretary.

1 sis response services providers, first responders, sui-
2 cide prevention and mental health professionals, pa-
3 tient advocacy groups, survivors of suicide attempts,
4 and representatives of television and social media
5 platforms in planning the national media campaign
6 to be conducted under paragraph (1).

7 (b) TARGET AUDIENCES.—

8 (1) TAILORING ADVERTISEMENTS AND OTHER
9 COMMUNICATIONS.—In conducting the national
10 media campaign under subsection (a)(1), the Sec-
11 retary may tailor culturally competent advertise-
12 ments and other communications of the campaign
13 across all available media for a target audience
14 (such as a particular geographic location or demo-
15 graphic) across the lifespan.

16 (2) TARGETING CERTAIN LOCAL AREAS.—The
17 Secretary shall, to the maximum extent practicable,
18 use amounts made available under subsection (f) for
19 media that targets certain local areas or populations
20 at disproportionate risk for suicide.

21 (c) USE OF FUNDS.—

22 (1) REQUIRED USES.—

23 (A) IN GENERAL.—The Secretary shall, if
24 reasonably feasible with the funds made avail-
25 able under subsection (f), carry out the fol-

1 lowing, with respect to the national media cam-
2 paign:

3 (i) Testing and evaluation of adver-
4 tising.

5 (ii) Evaluation of the effectiveness of
6 the national media campaign.

7 (iii) Operational and management ex-
8 penses.

9 (iv) The creation of an educational
10 toolkit for television and social media plat-
11 forms to use in discussing suicide and rais-
12 ing awareness about how to prevent sui-
13 cide.

14 (B) SPECIFIC REQUIREMENTS.—

15 (i) TESTING AND EVALUATION OF AD-
16 VERTISING.—In testing and evaluating ad-
17 vertising under subparagraph (A)(i), the
18 Secretary shall test all advertisements
19 after use in the national media campaign
20 to evaluate the extent to which such adver-
21 tisements have been effective in carrying
22 out the purposes of the national media
23 campaign.

24 (ii) EVALUATION OF EFFECTIVENESS
25 OF NATIONAL MEDIA CAMPAIGN.—In eval-

1 uating the effectiveness of the national
2 media campaign under subparagraph
3 (A)(ii), the Secretary shall take into ac-
4 count—

5 (I) the number of unique calls
6 that are made to the suicide preven-
7 tion hotline maintained under section
8 520E–3 of the Public Health Service
9 Act (42 U.S.C. 290bb–36c) and as-
10 sess whether there are any State and
11 regional variations with respect to the
12 capacity to answer such calls;

13 (II) the number of unique en-
14 counters with suicide prevention and
15 support resources of the Centers for
16 Disease Control and Prevention and
17 the Substance Abuse and Mental
18 Health Services Administration and
19 assess engagement with such suicide
20 prevention and support resources;

21 (III) whether the national media
22 campaign has contributed to increased
23 awareness that suicidal individuals
24 should be engaged, rather than ig-
25 nored; and

(A) Partnerships with professional and civic groups, community-based organizations, including faith-based organizations, and Government or Tribal organizations that the Secretary determines have experience in suicide prevention, including the Substance Abuse and Mental Health Services Administration and the Centers for Disease Control and Prevention.

21 (d) PROHIBITIONS.—None of the amounts made
22 available under subsection (f) may be obligated or ex-
23 pended for any of the following:

24 (1) To supplant current suicide prevention cam-
25 paigns.

1 (2) For partisan political purposes, or to ex-
2 press advocacy in support of or to defeat any clearly
3 identified candidate, clearly identified ballot initia-
4 tive, or clearly identified legislative or regulatory
5 proposal.

6 (e) REPORT TO CONGRESS.—Not later than 18
7 months after implementation of the national media cam-
8 paign has begun, the Secretary, in coordination with the
9 Assistant Secretary and the Director, shall, with respect
10 to the first year of the national media campaign, submit
11 to Congress a report that describes—

12 (1) the strategy of the national media campaign
13 and whether specific objectives of such campaign
14 were accomplished, including whether such campaign
15 impacted the number of calls made to lifeline crisis
16 centers and the capacity of such centers to manage
17 such calls;

18 (2) steps taken to ensure that the national
19 media campaign operates in an effective and effi-
20 cient manner consistent with the overall strategy
21 and focus of the national media campaign;

22 (3) plans to purchase advertising time and
23 space;

24 (4) policies and practices implemented to ensure
25 that Federal funds are used responsibly to purchase

1 advertising time and space and eliminate the potential
2 for waste, fraud, and abuse; and

3 (5) all contracts entered into with a corporation,
4 a partnership, or an individual working on behalf
5 of the national media campaign.

6 (f) AUTHORIZATION OF APPROPRIATIONS.—For purposes of carrying out this section, there is authorized to
7 be appropriated \$10,000,000 for each of fiscal years 2022
8 through 2026.

Passed the House of Representatives May 12, 2021.

Attest: CHERYL L. JOHNSON,

Clerk.